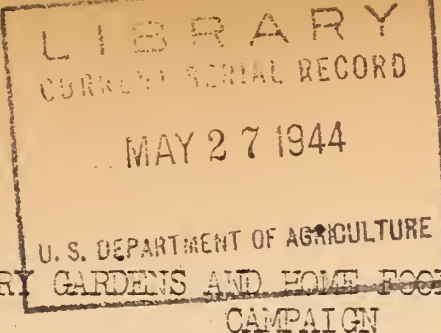


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CAMPAIGNS REPORT NO. 25

September 30, 1943

VICTORY GARDENS AND HOME FOOD PRESERVATION CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>Radio</u>		
Victory Garden Program (Blue) - "Fruits in the Home Garden"	Hemphill DuMars Moore	In preparation for Oct. 4
<u>Farm and Home Hour</u>		
Care of the Pressure Canner	Van Deman	In preparation for October 5
Community Canning This Year and Next H. B. Bolin, FDA	Van Deman	In preparation for October 7
<u>Press</u>		
Home-canned food deserves good storage	Davis	Ready for release
Review of new folder on care of pressure canner	Pundt	In preparation
Furnished wartime family food plans to Woman's Day	Van Deman	Completed
<u>PRICE AND RATIONING CAMPAIGN</u>		
Summary of Information on Distribution and Use of War Ration Book Four	OPA	Ready for distribution to OPA, WEA field staffs about Oct. 4
Draft of statement on rationing regulations for farm slaughter, for The Southern Planter	Millson FDA	In clearance
<u>Radio Round-Up on Food</u>		
Point Value Changes - Brown Stamp Foods	Cohan	Completed
Point Value Changes - Blue Stamp Foods	FDA	
<u>Films</u>		
"Riding Together to Victory"	OPA	Sent to OPA District Offices for use in the field
"Black Marketing"	OWI	Now available in 16 mm. for general use.

Subject	Assigned	Status
<u>ANTI-BLACK MARKETS CAMPAIGN</u>		

RADIO

Farm and Home Hour

October 5 -- Livestock Slaughter Regulations — 3 minute script with Wallace Kadderly.	Janet Burns FDA	In preparation
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FARM SUPPLIES AND TRANSPORTATION
CAMPAIGN

Campaign handbook	OI-OWI	To printer
Poster on high-analysis fertilizer	Lewis	In clearance
Press release on farm utilization campaign.	Lewis	Released Sept. 29
Release on new farm machinery rationing, distribution program	Lewis	Released Sept. 28
Background on points to stress locally on new machinery rationing program (prepared for special meetings)	Lewis	Completed

FOOD FIGHTS FOR FREEDOM CAMPAIGN

RADIO

Farm Flashes;

Call for Pulpwood	Rowe, FS	Cleared
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Network Broadcasts:

Farm and Home Hour

Oct. 6 - More Soap, Ruth Van Deman

Oct. 8 - Dehydrating Vegetables, Dr. E. C. Auchter, Agr'l. Research, and Director and staff members of Western Regional Research Laboratory (by ET) from the laboratory	Teuton, AIC	In preparation
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Two-column drawings on "Food Really Fights" to NEA Service.	Beckman	Mailed
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Subject	Assigned	Status
Materials listed in Mobilization Guide.		
1200-word illustrated feature article on Food Fights for Freedom for KIWANIS Magazine.	M. Beckman	Mailed
Illustrated feature article on Food Fights for Freedom campaign to WNU.	M. Beckman	Mailed
1000-word illustrated feature article on Food Fights for Freedom for BANKING Magazine.	M. Beckman	Mailed
"What the Consumer Can Expect In Food" (700 words) and comparative production figures for 1942 and 1943 on major foods, requested by Pittsburgh Press.	M. Beckman	In clearance
1200-word illustrated feature article on 1943 production, and Food Fights for Freedom campaign for SANTA FE Magazine.	M. Beckman	In preparation

FARM LABOR CAMPAIGN

RADIO

<u>Homemakers' Chats</u>		
Volunteer Harvest Hands	Durham, Ext.	Cleared
<u>Farm Flashes</u>		
Short Cuts in Dairy Barn	Reynolds, OI	In clearance

FOOD INFORMATION SERIES, LEAFLETS, ETC.

Statement showing number of family and hired workers employed on farms in 1943	Hancock	In preparation
Summary of Farm Labor situation looking to 1944 for goals meeting.	Fulghum	Being mimeographed

VISUAL

Farm Work is War Work (Movie)	Bennett	Completed
Slidefilm -- Step by Step, shows easier ways to do 9 household tasks	Bennett	Ready Oct. 15
Slidefilm -- Time and Motion, studies in a Vermont Dairy Farm.	Bennett	Ready Oct. 10

PRODUCTION GOALS CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>RADIO</u>		
<u>Farm Flashes</u>		
Don't Shoot Insulators	Hartogensis, REA	Cleared
New Sweet Storage Idea	Reynolds, OI	Cleared
Fall and Winter Grazing	Reynolds, OI	In preparation
Seed Forage Crops	Reynolds, OI	In preparation
Dairy Herd Improvement	Reynolds, OI	In preparation
Dairy Payment Plan	Reynolds, OI	In preparation
More Crop Loans Available	Fox, FSA	In preparation
<u>INS and PA</u>		
Pigs Eat Hay and Like It	Reynolds, OI	Cleared
Two Farmers Raise More Food	Fox, FSA	Cleared
Double-Duty Farm Financing	Herndon, OI	In clearance
From Relief to War Food Growing	Fox, FSA	In preparation
<u>Network Broadcasts</u>		
<u>Farm and Home</u>		
Oct. 4 - The Protein Feed Program, Morse Salisbury, Dir. of Information		In preparation
Oct. 6 - Less Bovine TB, Dr. A. E. Wight, BAI, and Wallace Kadderly	Burch, BAI	In preparation
Further gains in eradicating bovine tuberculosis	Burch, ARA	In preparation
Safekeeping for your home-canned food	Van Deman, ARA	Scheduled
Take care of your pressure canner	Van Deman, ARA	Scheduled
Mend it - make it do	Van Deman, ARA	Scheduled
Save weather-damaged soybeans	Zahniser, ARA	Sept. 21
<u>PRESS</u>		
Old potato varieties give way to new ones	BPISAE	Cleared
Selecting sheep for open faces reduces wool blindness	Burch, ARA	In clearance
Phosphate drink makes Texas cattle thrive	Burch, ARA	In clearance
BAI predominantly scientific	Burch, ARA	Cleared
Sweetpotato products good steer feeds	Burch, ARA	Cleared
For homemakers in a honey belt	Pundt, ARA	Cleared
Home-canned food deserves good storage	Pundt, ARA	Cleared
<u>Features</u>		
Illustrated food production story for Pittsburgh Press	Beckman, AAA	In preparation

Subject	Assigned	Status
Press release on 1944 production suggestions	Emerson, AAA	In clearance
Press release on announcement of goals meetings in states	Emerson, AAA	In clearance
Background statement on Transportation and Marketing	Emerson, AAA	In clearance
Memorandum on Food Requirements for kit	Emerson, AAA	In clearance
War Board Memorandum on schedule of state goals meetings	Hall, AAA	In clearance
Press release on pressure cookers rationing regulations relaxed	Hill, AAA	Out
Agriculture in Action	Reynolds, AAA	Out
Weekly War Board Summary	Stewart, AAA	Out
Story on seed	Thompson, AAA	In preparation
Information on tool kit for committee (nutrition) use	Reynolds, AAA	In preparation
Two skeleton press releases, and radio "shorts" on winter cover crops and Austrian Winter peas, for N. Carolina use	Stewart, AAA	Out
Information regarding nation's oil meal problem, for magazine publication	Stewart, AAA	Out

RADIO

Radio suggestions on production to be included in the tool kit	Heinan, AAA	Out
Story on Soft Wheat Prices for National Farm and Home Hour	Heinan, AAA	Out
Cottonseed price support item to Farm Program Directors	Heinan, AAA	Out
Item on need for cotton farmers to keep marketing records, for Farm Program Directors	Heinan, AAA	Out

